

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

BNP Media II, LLC
 2401 W. Big Beaver Road
 Suite 700
 Troy, MI 48084-3333
 Tel. No.: (248) 362-3700
 Fax No.: (248) 362-0317
 www.securitymagazine.com



Scan for Publisher's contact information

SECURITY is a B2B brand uniquely focusing on the business and organizational value of security through best practices and solutions for risk management and security leaders. Security's executive-level editorial scope addresses management challenges facing security leaders with emphasis on solutions. Feature issues include the Security 500 and Security's Most Influential People.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

<p>SECURITY MAGAZINE</p> <p>6 issues in the period 35,007 average circulation</p>	<p>SECURITY E-NEWSLETTERS</p> <p>24 total issued in the period 22,700 average per occurrence 27,186 average per occurrence</p>	<p>SECURITY WEBINARS</p> <p>7 Webinars in the period 366 average registrants 107 average attendees</p>	<p>SECURITY APPS</p> <p>Android Apps: 2,309 cumulative downloads Apple Apps: 2,291 cumulative downloads</p>	<p>SECURITY WEBSITE</p> <p>57,683 average users</p>	<p>SECURITY SOCIAL MEDIA</p> <p>20,001 Twitter followers 11,592 LinkedIn group members 5,290 Facebook likes</p>
--	---	---	--	--	--

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SECURITY MAGAZINE (6 issues in the period)	35,006	1	35,007
a. Print	27,807	1	27,808
b. Digital	7,199	-	7,199
1. Requested	7,199	-	7,199
2. Non-Requested	-	-	-
SECURITY E-NEWSLETTERS			
a. Security eNews (12 issued in the period)	22,700	-	22,700
b. Today's Systems Integrator (12 issued in the period)*	27,186	-	27,186
SECURITY WEBINARS (7 webinars in the period)			
a. Registrants	366	-	366
b. Attendees	107	-	107
SECURITY APPS			
a. Android Apps	**2,309	-	**2,309
b. Apple Apps	**2,291	-	**2,291
SECURITY WEBSITE (Monthly Users with 107,395 average Pageviews)	57,683	-	57,683
SECURITY SOCIAL MEDIA			
a. Twitter followers	**20,001	-	**20,001
b. LinkedIn group members	**11,592	-	**11,592
c. Facebook likes	**5,290	-	**5,290

*Today's Systems Integrator serving Security and SDM.

**App downloads and Social Media claims are cumulative figures, not averages.

Proud Partner of www.buysafemedia.com

FIELD SERVED

SECURITY serves individuals in banking/accounting/financial (including insurance, business services, consulting), casinos/hospitality/entertainment (including hotel, museum, arena, sports league or team), construction/real estate/property management/architecture/engineering firms, diversified (including companies with multiple business functions), education (K-12, university/college), food production (including food manufacturing, agriculture, farming), government (including Homeland Security/correctional facilities, federal/state/local), hospital/healthcare (including medical center, retirement home), industrial/manufacturing (including pharmaceutical), information technology/communications/media, logistics/supply chain (including transport, distribution, warehousing, etc.), port/mass transit (including air, land, rail, sea), retail/restaurant (including foodservice, convenience store), utility/energy and security systems integrator/security consultants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are security/loss prevention management (including CSO (chief security officer), CRO (chief risk officer), vice president, director, manager or supervisor of security, safety, risk management or EHS), executive/corporate management (including CEO, CFO, COO, president, officer, partner, owner, vice president or general manager), IT management (including CIO, CISO, IRM, vice president, director, manager or senior staff) and facilities/operations management (including vice president, director, manager or supervisor).

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	54
Advertiser and Agency Allocated for Trade Shows and Conventions	1,419
	-
All Other	1,253
TOTAL	2,726

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,007	100.0	35,006	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,007	100.0	35,006	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	27,961	7,046	35,007
February	28,119	6,888	35,007
March	27,985	7,022	35,007
April	27,419	7,588	35,007
May	27,573	7,434	35,007
June	27,789	7,218	35,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY FUNCTION			
					Total Management: 35,007 or 100.0%			
					SECURITY/ LOSS PREVENTION MANAGEMENT (Note 1)	EXECUTIVE/ CORPORATE MANAGEMENT (Note 2)	IT MANAGEMENT (Note 3)	FACILITIES/ OPERATIONS MANAGEMENT (Note 4)
Banking/Accounting/Financial (including insurance, business services, consulting)	2,845	8.1	2,176	669	1,241	1,019	327	258
Casino/Hospitality/Entertainment (including hotel, museum, arena, sports league or team)	1,357	3.9	1,092	265	800	305	63	189
Construction/Real Estate/Property Management/Architecture/Engineering Firm	3,276	9.4	2,750	526	805	1,848	139	484
Diversified (Note 5)	463	1.3	339	124	171	204	40	48
Education (K-12, university/college)	4,590	13.1	3,655	935	2,023	923	410	1,234
Food Production (including food manufacturing, agriculture, farming)	1,427	4.1	1,187	240	382	639	47	359
Government (including Homeland Security/correctional facilities, federal/state/local)	3,149	9.0	2,422	727	1,486	559	358	746
Hospital/Healthcare (including medical center, retirement home)	2,744	7.8	2,040	704	1,486	398	242	618
Industrial/Manufacturing (including pharmaceutical)	5,674	16.2	4,637	1,037	1,865	2,571	247	991
Information Technology/Communications/Media	2,066	5.9	1,376	690	423	735	710	198
Logistics/Supply Chain (including transport, distribution, warehousing, etc.)	1,686	4.8	1,380	306	485	654	90	457
Port/Mass Transit (including air, land, rail, sea)	594	1.7	494	100	208	180	34	172
Retail/Restaurant (including foodservice, convenience store)	1,475	4.2	1,233	242	527	603	79	266
Utility/Energy	1,350	3.9	1,038	312	502	405	118	325
Security Systems Integrator/Security Consultant	2,311	6.6	1,754	557	973	1,331	4	3
TOTAL QUALIFIED CIRCULATION	35,007	100.0	27,573	7,434	13,377	12,374	2,908	6,348
PERCENT	100.0		78.8	21.2	38.2	35.4	8.3	18.1

Note 1: Includes CSO (chief security officer), CRO (chief risk officer), vice president, director, manager or supervisor of security, safety, risk management or EHS.

Note 2: Includes CEO, CFO, COO, president, officer, partner, owner, vice president or general manager.

Note 3: Includes CIO, CISO, IRM, vice president, director, manager or senior staff.

Note 4: Includes vice president, director, manager or supervisor.

Note 5: Includes companies with multiple business functions.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. *Direct Request:	25,905	9,102	-	27,573	7,434	35,007	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,905	9,102	-	27,573	7,434	35,007	100.0
PERCENT	74.0	26.0	-	78.8	21.2	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	145	33	178		Kentucky	410	106	516	
New Hampshire	141	29	170		Tennessee	536	153	689	
Vermont	40	16	56		Alabama	393	82	475	
Massachusetts	611	151	762		Mississippi	264	52	316	
Rhode Island	76	20	96		EAST SO. CENTRAL	1,603	393	1,996	5.7
Connecticut	363	92	455		Arkansas	256	53	309	
NEW ENGLAND	1,376	341	1,717	4.9	Louisiana	333	69	402	
New York	1,772	463	2,235		Oklahoma	370	88	458	
New Jersey	818	217	1,035		Texas	1,951	612	2,563	
Pennsylvania	1,307	304	1,611		WEST SO. CENTRAL	2,910	822	3,732	10.7
MIDDLE ATLANTIC	3,897	984	4,881	13.9	Montana	99	16	115	
Ohio	1,212	294	1,506		Idaho	124	30	154	
Indiana	582	144	726		Wyoming	59	13	72	
Illinois	1,390	361	1,751		Colorado	424	148	572	
Michigan	783	193	976		New Mexico	135	46	181	
Wisconsin	720	149	869		Arizona	401	129	530	
EAST NO. CENTRAL	4,687	1,141	5,828	16.6	Utah	221	74	295	
Minnesota	570	132	702		Nevada	314	76	390	
Iowa	423	70	493		MOUNTAIN	1,777	532	2,309	6.6
Missouri	700	144	844		Alaska	76	21	97	
North Dakota	97	26	123		Washington	479	144	623	
South Dakota	92	30	122		Oregon	279	80	359	
Nebraska	301	68	369		California	2,276	713	2,989	
Kansas	367	112	479		Hawaii	99	40	139	
WEST NO. CENTRAL	2,550	582	3,132	9.0	PACIFIC	3,209	998	4,207	12.0
Delaware	92	25	117		UNITED STATES	26,989	7,174	34,163	97.6
Maryland	526	165	691		U.S. Territories	38	24	62	
Washington, DC	133	53	186		Canada	382	199	581	
Virginia	684	241	925		Mexico	9	2	11	
West Virginia	167	28	195		Other International	154	32	186	
North Carolina	832	205	1,037		APO/FPO	1	3	4	
South Carolina	338	86	424						
Georgia	794	197	991						
Florida	1,414	381	1,795						
SOUTH ATLANTIC	4,980	1,381	6,361	18.2					
					TOTAL QUALIFIED CIRCULATION	27,573	7,434	35,007	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Security eNews	Today's Systems Integrator*	2017	Security eNews	Today's Systems Integrator*
JANUARY			APRIL		
January 10	-	29,345	April 4	-	26,440
January 17	24,439	-	April 11	22,291	-
January 24	-	29,210	April 18	-	26,268
January 31	24,330	-	April 25	22,250	-
FEBRUARY			MAY		
February 7	-	29,136	May 9	-	26,217
February 14	24,303	-	May 16	22,109	-
February 21	-	29,226	May 23	-	26,148
February 28	22,613	-	May 30	22,023	-
MARCH			JUNE		
March 7	-	26,662	June 6	-	25,128
March 14	22,522	-	June 13	21,249	-
March 21	-	26,557	June 20	-	25,897
March 28	22,419	-	June 27	21,856	-
			AVERAGE:	22,700	27,186

Security eNews (12 issued in the period)
 Today's Systems Integrator (12 issued in the period)
 *Today's Systems Integrator - serving Security and SDM.

WEBINAR CHANNEL

2017	Webinar Name	**Registrants	**Attendees
January 24	NACSA'S Command College For University Professionals*	173	62
March 28	K-12 Education: 21st Century Policing*	194	51
March 30	Are You Properly Securing Your Facilities? Actionable Advice For A Bulletproof Plan	599	217
April 20	3 Ways IT Is Changing The Game For The Surveillance Industry	317	81
April 27	Context Matters: How Training Your Security Infrastructure To Make Contextual Decisions Is Key To Risk Mitigation	287	76
May 17	Overcoming Common Access Control Vulnerabilities: Best Practices For Today's Environment	596	139
May 23	The Science Of Shoplifting And How Crime Prevention Begins Before Customers Enter A Retail Store*	397	122
AVERAGE:		366	107

*Solutions by Sector Multi-Sponsored Webinar

**Registrants and attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

The attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

APP CHANNEL

SECURITY ANDROID APP

2017	Monthly Downloads	Cumulative Downloads
	Beginning Balance	1,997
January	74	2,071
February	72	2,143
March	48	2,191
April	49	2,240
May	43	2,283
June	26	2,309

Cumulative downloads represents the aggregate number of downloads of Security Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

SECURITY APPLE APP

2017	Monthly Downloads	Cumulative Downloads
	Beginning Balance	1,662
January	132	1,794
February	117	1,911
March	188	2,099
April	74	2,173
May	74	2,247
June	44	2,291

Cumulative downloads represents the aggregate number of downloads of Security Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

WEBSITE CHANNEL

WWW.SECURITYMAGAZINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	112,586	74,523	63,924	1:07
February	107,257	69,129	58,667	1:13
March	121,585	78,252	65,892	1:11
April	105,634	67,445	57,019	1:24
May	108,021	66,153	55,442	1:38
June	89,289	53,997	45,151	1:33
AVERAGE:	107,395	68,250	57,683	1:21

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Security Social Media

2017	 Twitter followers http://twitter.com/securitymag	 LinkedIn group members http://www.linkedin.com/groups/3190445/profile	 Facebook likes http://www.facebook.com/SECmagazine
Beginning Balance:	18,874	10,910	4,741
January	19,064	11,047	4,881
February	19,233	11,065	4,999
March	19,461	11,227	5,060
April	19,634	11,370	5,116
May	19,811	11,495	5,224
June	20,001	11,592	5,290

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

58 subscriptions or 0.2% were obtained as part of the charity program for Mission 500.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Webinars, Apps, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 5, 2017
State	Michigan
County	Oakland
Received by BPA Worldwide	July 5, 2017
Type	BJ
ID Number	S019B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.